



SIoux FALLS, SOUTH DAKOTA

October 2019

From Chaos to Hope

I have a small television set in my office. It is usually on a news channel as I go about my daily office work. Most of the time it serves to block out other distractions, but there are times when I sit back and listen to what is happening.

It's September 12th and as I sit in my office my thoughts return to yesterday when all the news services were featuring the 19th anniversary of the attack, by Muslim terrorists, on the World Trade Center towers and the Pentagon. All the stories were centered on the impact the attacks had on the American way of life and how they would, and did, change the way we live. Mass confusion dominated that day in 2001 and much of what was projected never came to pass.

This century, so far, has been remarkable. It started with the disputed election of President George W. Bush in November of 2000. In my opinion it was the aftermath in the counting of the ballots after the November election which spawned much of the divisiveness that is still prevalent today in the American political arena. We were also told the world could come to an end because Y-2000 could interfere with many of the support systems we rely on for everything from transportation to heating our homes. We have survived recessions, two of the longest wars in the country's history, fragmentation of the two political parties, and finally a pandemic that has world-wide implications. This has really been two decades of crisis and confusion! But today is September 12th, and I remember what happened 19 years ago, September 12, 2001.

In the conference room at Zion Lutheran Church in Sioux Falls, a small group assembled to discuss plans for a television program that would air in Eastern South Dakota. This was the first meeting with a group that would eventually become the Board of Directors of Main Street Living. They know why they were there, but none of us had any idea as to how to bring the project

to completion. Among the group were Vic Rames, a retired middle school teacher. JoAnn Meyer was a home maker and mother of three. Bob Schmidt, a retired equipment salesman and Margaret Mercer, a receptionist at a local law office. Bob Krohn was an IRS auditor and Tim VanderPan owned an asphalt paving business. Rev. Vernon Schindler was the President of the South Dakota Lutheran Church Missouri Synod and Rev. John Dawson, the pastor at Lord of Life Lutheran Church in Sioux Falls. Not exactly a group that anyone imagine could originate a television program. In every case, except Rev. Schindler, they each represented one of the churches in the Sioux Falls area, which was the only qualification for being involved is the project.

Even with the chaos of those early days we managed to air the first program on January 6, 2002. Rev. Vernon Schindler preached the first message. We rented a studio at the Good Samaritan Society national campus. Our producer and editor worked for a television station not affiliated with the NBC station where we were airing, in fact there are few similarities to the program we proudly broadcast today.

Over the years we have received thousands of letters telling how much the program was appreciated. The pace picked up in the last months but a different theme has evolved. Before, most of the letters thanked us for having a program that made it more convenient to have a worship service when they were home bound. Main Street Living filled that need for the shut-ins.

Today, most of the letters reflect the fact that since churches were not holding services, Main Street Living became their main source of connecting with the Gospel. Many churches found out they could also put services on Facebook or livestream them, but for those congregations that couldn't, their members looked to Main Street Living for their message of Hope. Glad we could help. We are now encouraged by people returning in their church. We are glad we could fill the void in the interim.

LOCALLY PRODUCED • REGIONALLY RECOGNIZED • WITH A MESSAGE FOR THE WORLD

Sioux Falls-KDLT/Rapid City KEVN

- Oct. 4-Rev Paul Winckler-Zion Lutheran-Rapid City, SD
- Oct. 11-Rev. Al Sutton-Evergreen Lutheran-Porcupine, SD
- Oct. 18-Rev. Josh Jones-Bethlehem LC-Rapid City, SD
- October 25-Dr. Michael Ziegler-Lutheran Hour Speaker

"This is the Life" airs at 10:00 AM CST on KDLT Sioux Falls and 10:00 AM MST on KEVN in Rapid City. The local worship service follows immediately after. Check channel guide for station in your area.

Fargo-KVRR/Bismarck WDAY

- Oct. 4-Rev. Mike Suelzle-St. Andrew LC- Niagara, ND
- Oct. 11-Rev. Bruce Blocker-Immanuel LC-McIntosh, Mn
- Oct. 18-Rev. Bernard Seter-Zion English LC-Grafton, ND
- October 25-Dr. Michael Ziegler-Lutheran Hour Speaker

The local worship service airs at 9:00 AM CST on KVRR and at 10:00 AM CST, 9:00 AM MST on WDAY. Followed by *"This is the Life."*

Sioux City-KCAU/Lincoln-KLKN

- Oct. 4-Rev. Robert Schilling-St. John's LC-Pender, NE
- Oct. 11-Rev. Randall Corment-St. John's LC-Battle Creek, IA
- Oct 18-Rev. Robert Mayes-Immanuel LC-Beemer, NE
- October 25-Dr. Michael Ziegler-Lutheran Hour Speaker

"This is the Life" airs at 10:00 AM CST on KCAU in Sioux City. In Lincoln the program at airs on KLKN at 10:00 AM. The local worship service follows immediately. Check channel guide for station in both areas.

Twin Cities-WFTC

- Oct. 4-Rev. Kurt Klaus-Messiah Lutheran-Lakeville, MN
- Oct. 11-Rev. Nickolas Kooi-Emmaus Lutheran-St. Paul, MN
- Oct. 18-Dr. William Utech-Mnn District-Bloomington, MN
- October 25-Dr. Michael Ziegler-Lutheran Hour Speaker

"This is the Life" airs at 10:00 AM CST on WFTC in the Twin Cities area. The local worship service follows immediately after. Check channel guide for station in your area.

Find the station in your area

The "call letters" of each station is valid only in the host city area where the broadcast originates. When they broadcast into other areas the channel designation and call letters will vary because they use "repeater" stations. To further complicate matters, each cable company and satellite provider will assign a different channel to a station. If you have cable or satellite, the program

Can be found on the company channel guide with the original "call letters." If you watch TV on an antenna you will need to find out the "call letters" for the station in your area. Check your local newspaper for the channel in your area.

Locally Produced ...

Regionally Produced ...

With a Message for the World

This is the Life

Oct. 4, 2020-This is the Life-"The Missing Ingredient"-Bob (Jack Nicholson) and his fiancée Lynn (Susan Crane) are planning their wedding when she overhears her parents planning to separate after the wedding. Suddenly, Lynn has some reservations

Oct 11, 2020-This is the Life-The Visitation"-Pastor Andrew Burdick (Dick Sargent) is having problems keeping his congregation together. Bishop Smith (Parley Baer) visits him to identify some troubling leadership spots and to renew faith in his ability to get things

Oct. 18, 2020-This is the Life--"Happiness is Dirty Hands"-School teacher Kent (Daniel Travanti) lives and teaches High School in a troubled metro area. The decision for him and his wife (Ann Whitfield), live in a poverty area and is troubling their marriage. Kent's friend Art (Mike Farrell) offers some help.

Oct. 25, 2020-This is the life-"Destination Unknown". Paul Werner (Leonard Nimoy) is a nuclear Scientist. He plans to reject American values and defect to the Soviet Union. He reconsiders when he has a conversation, on the airplane, with a Pastor and airline stewardess.